

## Teresa Ward

---

**From:** Scott Duff  
**Sent:** Friday, August 7, 2020 3:17 PM  
**To:** Teresa Ward  
**Cc:** Mark Bunting  
**Subject:** GOVERNOR IVEY - PSA Documentation on WSFA 12 News

**Importance:** High

Terry...

This is official notification we aired a PSA from Governor Kay Ivey's office called, "A Call To Action on Mask Wearing" in our First at Four newscast (4:00-5:00pm) on August 7<sup>th</sup>, 2020. Please include the following script as well as this notification for our newscast in our Public File.

**TAKE :OTS SALLY]**

**{\*\*\*OTS SALLY\*\*\*}**

*In the ongoing effort to slow the virus' spread... Governor Kay Ivey released a message today encouraging all Alabamians to mask up.*

**[TAKE :SOT**

**DURATION:0:35]**

**{\*\*\*SOT\*\*\*}**

*("Today we are at war with an invisible enemy. Not that long ago, families across Alabama helped America turn the tide in World War II. Some joined the front lines in combat, while others led the fight on the home front. Those sacrifices helped our nation win the war and go on to define the Greatest Generation. Now, we must answer today's call. By comparison, our sacrifice is small. But each of us can do our part. Mask up Alabama!")*

**[TAKE :CU SALLY]**

**{\*\*\*CU SALLY\*\*\*}**

*The video was provided by and sponsored by the Governor's office. Ivey's mask mandate runs through the end of the month.*

Please let me know if you need anything else...

*Scott Duff  
News Director  
WSFA 12 News  
(334) 613-8236*

